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IVECO DIESEL TRUCKS

On 1983 domestic models

Automatic 5-speeds made gains

By Joseph Bohn
Marketing Editor

Automatic transmissions held their own and even picked up a little steam on '83-model domestic cars, while five-speed manuals increased sharply.

Overall, 5,197,867 cars, equal to 86.94 percent of the total, were equipped with automatic transmissions in '83. That was up from an 84.10 percent penetration the previous year.

At the same time, five-speed manuals accounted for 420,021 units, or 7.03 percent of industry output. That was up from a 1.20 percent penetration in '82.

Four-speed manuals, meanwhile, dropped to 360,872, or 6.03 percent of industry output, compared with a 14.70 percent penetration the previous year.

Ford's Tempo/Topaz have boosted — and will continue to boost — the percentage of five-speeds installed. Ford recently launched an incentive designed to boost five-speed Tempo sales. Obviously, it wants even more than the 26.40 percent penetration of five-speeds that it had on Tempo.

Combined with four-speed manual, some 27.40 percent of Tempos were equipped with manual transmissions during the brief '83 model build. (The cars officially debuted as '84s.)

Cavalier is another car that is expected to boost five-speed penetration. It accounted for 12.70 percent of Cavalier production in '83. Chevrolet hopes to make Cavalier the No. 1 seller in '84, which should increase the industry for five speeds.

• Cars like Alliance (38.60 percent penetration) and its '84 companion, the Encore — along with EXP (69.90 percent) and the new Fiero are similarly expected to boost five-speed manuals in '84.

Automatic transmissions, meanwhile, continued to be popular, primarily because of the resurgence of full and intermediate-sized cars, where they are standard. Automatics were standard on 30 industry car lines in '83 — three fewer than last year.

The new Corvette features a four-speed alternative, whereas previously it had automatic transmission as standard. Cougar, when it became the Marquis, stopped offering automatic transmissions as standard in '83.

The phaseout of Chrysler's Imperial, Cordoba and Mirada, all of which carried automatic transmissions, also reduced the number of lines standardizing this item.

Metal group sells video course on testing methods

METALS PARK, O.—Fundamentals of Nondestructive Testing, a new videotape educational course, is available through the Education Department of American Society for Metals (ASM).

The tapes are illustrated with demonstrations, animation and specially prepared diagrams and photography.

Charles Hellier did the instruction and narration for the tape series. Hellier is operations manager for Brand Examination Service and Testing Co., Essex, Conn., and is a certified level III registered professional engineer.

A special preview tape features highlights from lessons on each of the major nondestructive testing methods and has an introduction by Dr. Robert C. McMaster, regents professor emeritus, College of Engineering, Ohio State University.

The preview tape is available from the ASM Education Department for $95.

Carolina county accused by EPA

WASHINGTON. — EPA has charged the County of Greenville, S. C., with violating the Clean Air Act by using leaded gasoline in vehicles with emission controls that need unleaded fuel.

A civil penalty of $630,000 for 90 specific instances of misfueling is being asked. The county operates a fleet of more than 600 vehicles.

The law bans fleet operators, dealerships and any commercial repair shops from disabling emissions controls, with a fine of $2,500 per vehicle.

TRANSMISSION OPTIONS on 1983 U. S. Models

	Automatic Transmission	Percent of Output	4-Speed Manual	Percent of Output	5-Speed Manual	Percent of Output
AMERICAN MOTORS	78,135	48.85	25,254	15.79	56,546	35.36
Alliance	62,855	44.20	24,459	17.20	54,891	38.60
Eagle	15,280	86.18	795	4.48	1,655	9.34
CHRYSLER CORP.	732,644	85.49	50,575	5.90	73 910	8.61
C-P Total	473,237	89.61	25,892	4.91	28,555	5.48
Turismo	18,212	48.40	5,306	14.10	14,110	37.50
Horizon	34,699	60.70	12,748	22.30	9,717	17.00
Reliant	162,152	93.10	7,838	4.50	4,180	2.40
Gran Fury	15,739	100.00	NA	.....	NA	.....
Fifth Avenue	83,501	100.00	NA	.....	NA	.....
E-Class	43,305	100.00	NA	.....	NA	.....
LeBaron	78,022	98.80	NA	.....	948	1.20
New Yorker	37,607	100.00	NA	.....	NA	.....
Dodge Total	259,407	78.86	24,683	7.50	44,855	13.64
Omni	30,407	56.30	12,152	22.50	11,450	21.20
Charger	16,735	35.20	4,754	10.00	26,053	54.80
Aries	125,115	91.70	7,777	5.70	3,548	2.60
400	27,390	96.40	NA	.....	1,023	3.60
600	35,316	92.70	NA	.....	2,781	7.30
Diplomat	24,444	100.00	NA	.....	NA	.....
FORD MOTOR	1,023,204	79.22	142,097	11.00	126,293	9.78
Ford Division	622,250	74.21	115,640	13.79	100,649	12.00
Escort	112,599	46.00	84,204	34.40	47,977	19.60
EXP	400	17.80	276	12.30	1,570	69.90
Mustang	67,689	56.00	29,251	24.20	23,933	19.80
LTD	155,291	99.70	467	0.30	NA	.....
Thunderbird	109,433	89.70	NA	.....	12,566	10.30
Crown Victoria	56,736	100.00	NA	.....	NA	.....
Fairmont	79,944	98.90	889	1.10	NA	.....
Tempo	40,158	72.60	553	1.00	14,603	26.40
L-M Division	400,954	88.50	26,457	5.84	25,644	5.66
Lynx	34,957	50.30	18,903	27.20	15,637	22.50
Capri	13,906	54.80	7,334	28.90	4,136	16.30
Marquis	57,156	99.70	202	0.30	NA	.....
Cougar	75,743	100.00	NA	.....	NA	.....
Grand Marquis	95,718	100.00	NA	.....	NA	.....
LN7	142	20.40	NA	.....	557	79.60
Topaz	12,264	69.70	18	1.10	5,314	30.20
Continental	16,831	100.00	NA	.....	NA	.....
Lincoln	53,361	100.00	NA	.....	NA	.....
Mark VII	30,856	100.00	NA	.....	NA	.....
GENERAL MOTORS	3,349,048	93.12	123,850	3.44	123,858	3.44
Buick Division	792,266	98.00	6,235	0.77	9,915	1.23
Skylark	102,138	97.60	2,509	2.40	NA	.....
Skyhawk	49,511	78.40	3,726	5.90	9,915	15.70
Century	127,926	100.00	NA	.....	NA	.....
Regal	228,239	100.00	NA	.....	NA	.....
Buick	234,218	100.00	NA	.....	NA	.....
Riviera	50,234	100.00	NA	.....	NA	.....
Cadillac Division	289,457	98.85	NA	.....	3.357	1.15
Cimarron	15,937	82.60	NA	.....	3,357	17.40
Seville	30,430	100.00	NA	.....	NA	.....
Eldorado	67,416	100.00	NA	.....	NA	.....
Cadillac	175,674	100.00	NA	.....	NA	.....
Chevrolet Division	1,022,781	85.82	102,349	8.59	66,655	5.59
Chevette	103,770	61.20	59,010	34.80	6,783	4.00
Cavalier	160,880	73.60	29,947	13.70	27,761	12.70
Celebrity	105,923	100.00	NA	.....	NA	.....
Camaro	118,409	76.70	3,861	2.50	32,111	20.80
Citation	82,713	89.70	9,498	10.30	NA	.....
Malibu	117,426	100.00	NA	.....	NA	.....
Monte Carlo	96,319	100.00	NA	.....	NA	.....
Chevrolet	220,789	100.00	NA	.....	NA	.....
Corvette	16,552	99.80	33	0.20	NA	.....
Oldsmobile Division	906,916	98.95	3,296	0.35	6,371	0.70
Omega	52,508	97.37	1,418	2.63	NA	.....
Firenza	32,503	79.76	1,878	4.61	6,371	15.63
Cutlass	271,892	100.00	NA	.....	NA	.....
Ciera	169,650	100.00	NA	.....	NA	.....
Oldsmobile	340,758	100.00	NA	.....	NA	.....
Toronado	39,605	100.00	NA	.....	NA	.....
Pontiac Division	337,628	87.21	11,970	3.09	37,560	9.70
6000	68,451	100.00	NA	.....	NA	.....
2000	54,125	69.10	3,211	4.10	20,993	26.80
1000	16,366	63.00	7,715	29.70	1,896	7.30
Firebird	80,956	81.40	NA	.....	13,928	18.60
Phoenix	25,706	93.50	1,044	3.80	743	2.70
Grand Prix	40,165	100.00	NA	.....	NA	.....
Bonneville	54,414	100.00	NA	.....	NA	.....
Parisienne	17,445	100.00	NA	.....	NA	.....
VOLKSWAGEN	14,836	20.20	19,096	26.00	39,514	53.80
Total cars, U. S.	5,197,867	86.94	360,972	6.03	420,021	7.03

Note: Tempo/Topaz, despite being '84 models, are included for the period they were built during the '83 run. The same is true for Corvette. Some models built principally or solely in Canada are included to give an accurate picture of industry rates.

Automotive News

EXTRA

December 12, 1983

FORECAST '84

Photo by Jim Piegue. Cover design by Ian Stewart

U. S. auto market will be shaped by supply in '84

By Kathleen Hamilton
Financial Editor

For the first time since 1978, the U. S. auto market in 1984 and 1985 will be shaped not by consumer demand but by supply.

And because of constraints arising from corporate average fuel economy (CAFE), plentiful gasoline, import quotas and capacity limits at suppliers' and makers' plants alike, U. S. car production forecasts of AUTOMOTIVE NEWS WORLD OUTLOOK, generated by Data Resources Inc., have been scaled back.

However, North American new car and truck sales and production far outpace gains expected next year in Japan, Europe and the rest of the world.

The U. S. auto sales forecast calls for an increase of 14 percent, to 10.40 million. Truck registrations are expected to climb 18 percent, to 3.65 million, after a 21-percent gain this year, in what has been a subnormal truck year.

Added together, U. S. vehicle sales in 1984 are expected to reach 14.05 million, 15 percent more than this year's 12.25 million cars and trucks.

Canadian car sales are expected to outpace even the U. S. leap by climbing 17 percent to 993,000.

Elsewhere, auto gains will be more modest: 2 percent in Germany and 5 percent in Italy (offset by losses of 4 percent in France and 6 percent in the United Kingdom for a negligible loss in the EEC total and a miniscule gain for all of Western Europe; 3 percent in Japan; 8 percent in the other Asia-Pacific countries, and 5 percent in both Latin America and Africa including the Middle East.

Interviews with chairmen begin on Page E-5.

Worldwide the auto market is expected to climb 7 percent next year, then settle into four years of 2 and 3 percent gains.

For 1985 it appears the minimal 2 percent gain in the North American auto market will fall below the worldwide average gain of 3 percent.

But the good news first: The big leap expected in 1984 in North America.

"The nation's economics are very good. Everything looks quite strong. In fact, it's difficult to find anything negative in the next six to eight months," said John Hammond, DRI director of automotive services.

Consumer confidence is high. Buyers are willing to take on debt. Both the number of people employed and the hours they are working are increasing.

Inflation will remain moderate—in the 4-percent range. Auto prices will rise only slightly more than the general inflation rate. And interest rates should remain in a range one point above or below today's rates, Hammond predicted.

All those expectations promise lots of consumer sales, but Hammond is even more bullish about business purchases: The recovery next year will be led

Continued on Page E-2

Outlook

Continued from Page E-1

by businesses filling up their unused capacity, he predicted.

Then, late in 1984 or early in 1985, according to this outlook, the U. S. economy will become so strong that business and consumer credit demands will begin to conflict with government borrowing. Interest rates and inflation will increase.

While all these things are happening on the demand side of the equation, on the supply side, auto makers will be running their plants flat out in 1984, Hammond predicted.

Bottlenecks throughout the year—especially in the high-demand full-size cars — will limit production and sales.

But the latest U. S. car outlook for 1984 is only a hair less than the last quarterly AUTOMOTIVE NEWS WORLD OUTLOOK projection. A more significant scaling back has been done for 1985, which is now predicted to end up 4 percent below the level expected three months ago.

The less robust economy is one reason 1985 car sales are expected to reach only 10.6 million (still the highest since 1979), according to Hammond. But, again, supply, will play a major role.

"Manufacturers will have the ability to change sourcing," he said. "The question is: Will they want to do it?"

Faced with potential CAFE fines in 1985, GM and Ford won't want to produce as many large cars as consumers will demand.

The supply of Japanese imports will continue to be restricted at least through April, 1985. That will cut into the sales of GM as well as the traditional Japanese importers, since GM had planned on importing 300,000 Suzukis and Isuzus in 1985. Its allocation for 1984-85 has not yet been determined by the Japanese government.

Fuel prices are expected to rise in 1985 in response to the strengthening of the worldwide recovery and resultant demands for energy, Hammond said. Both the vehicle-sales total and the mix should be affected.

Finally, 1985 car sales will be reduced by consumers who switch from large sedans and station wagons to minivans.

"If Chrysler is right and 85 percent of its (T-115) market is from station wagons, minivans could take 200,000" out of the station wagon total by 1985, Hammond said.

Indeed, the small-truck-and-van market looks like the place to be for the rest of the forecast period. This year, sales in the segment will more than double the 1980 level. By 1985, they are expected to rise by almost another 40 percent.

Stable fuel prices, the business recovery, the products' fuel efficiency and appeal to a whole new market all combine to produce a rosy outlook for the small trucks, utility vehicles and vans.

Chrysler is the first to market with its garageable T-115 wagon/vans, Dodge Caravan and Plymouth Voyager. Toyota also has its new seven-passenger Van Wagon on the U. S. market this year, but is importing it as a car, so it will be severely limited by import quotas.

Similarly, the car-sized Dodge Colt Vista, imported from Mitsubishi in Japan, is expected to have little impact on the U.S. minivan market this year because of quotas. Chrysler Corp. has scheduled only 7,000 for 1984, but the number may be increased.

GM, Ford Motor Co. and Nissan are expected to join the minivan fray by 1985, giving the minivan 8 percent of the light-truck market.

This year, small trucks and vans are accounting for 9 percent of all U. S. vehicle sales; by 1985, they are expected to take 11 percent of the expanded market. Indeed, this single small-truck - and - van segment will make up nearly all the gains in the truck sector through the forecast period.

Expectations for the conventional light-duty trucks and vans are far more modest. The gains in the small-truck seg-

Continued on Page E-4

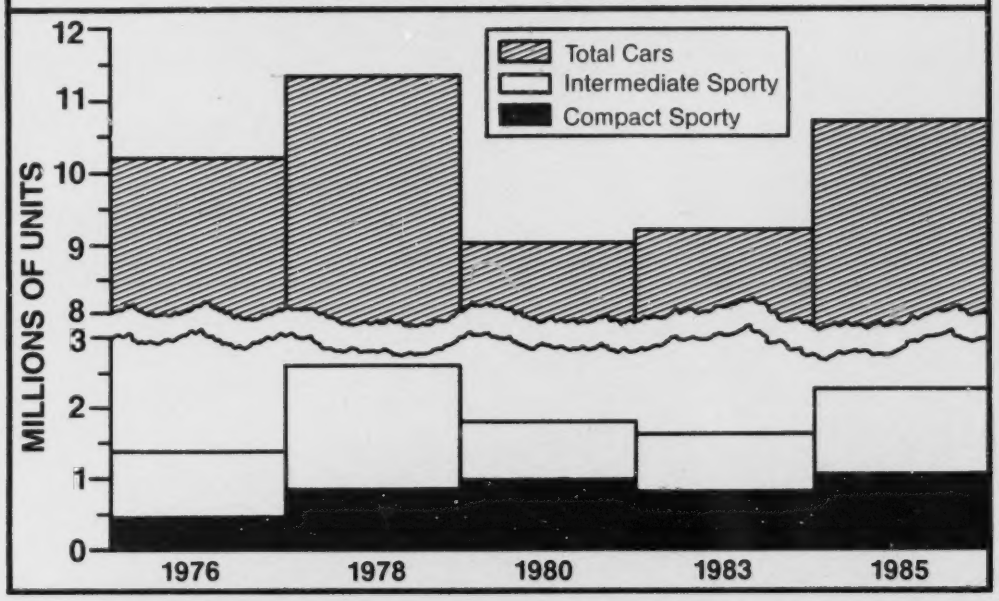
AUTOMOTIVE NEWS WORLD OUTLOOK

Generated by Data Resources, Inc.
(Millions of units)

	1981	1982	1983	1984	1985	1986	1987	1988
NEW CAR REGISTRATIONS								
Western Europe	9.818	9.994	10.395	10.439	10.808	10.869	11.034	11.261
North America*	9.437	8.692	10.003	11.391	11.625	12.279	12.527	12.888
Japan	2.867	3.038	3.161	3.264	3.252	3.362	3.427	3.498
Asia-Pacific	1.059	1.049	1.080	1.171	1.283	1.380	1.456	1.520
Africa-Mid East	1.122	1.260	1.280	1.350	1.430	1.510	1.580	1.680
Latin America	1.440	1.450	1.398	1.470	1.600	1.740	1,890	1.990
Eastern Bloc	2.215	2.170	2.110	2.130	2.170	2.235	2.315	2.390
WORLD	27.958	27.654	29.426	31.223	32.168	33.375	34.229	35.227
CAR PRODUCTION								
Western Europe**	9.774	10.239	11.060	11.149	11.312	11.294	11.415	11.626
North America*	7.035	5.862	7.884	8.808	8.906	9.163	9.190	9.313
Japan	6.974	6.887	7.150	7.464	7.624	7.785	7.893	8.039
TRUCK AND VAN REGISTRATIONS								
Western Europe	0.96	0.98	0.98	0.96	1.01	1.03	1.06	1.07
U. S.	2.27	2.55	3.09	3.65	3.78	3.90	4.15	4.31
TRUCK AND VAN PRODUCTION								
Western Europe	1.320	1.293	1.270	1.279	1.327	1.392	1.428	1.452

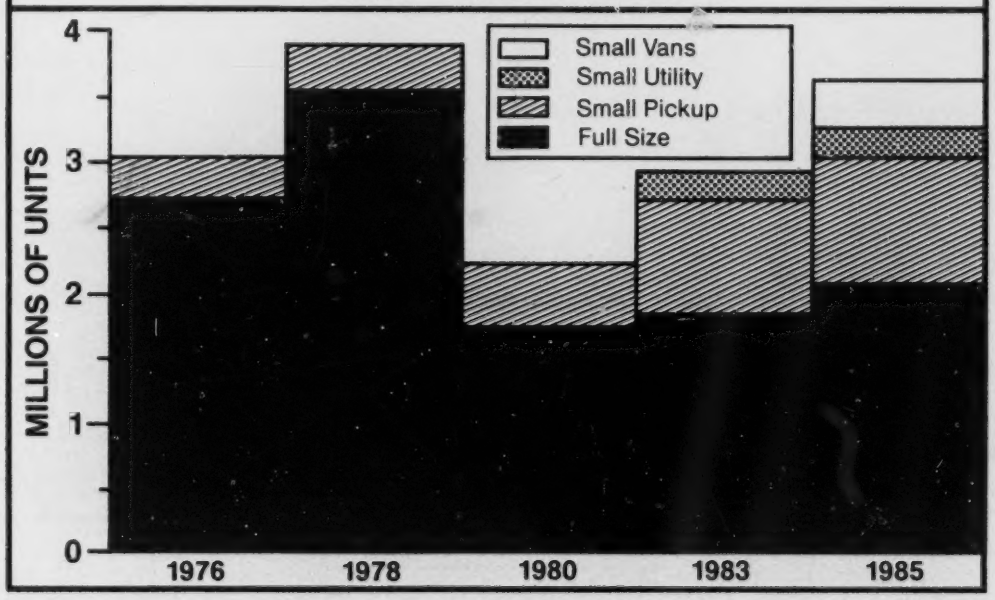
Totals may not add due to rounding.
**Renaults built in U.S. included as CKD kits.
*Canada and U.S. only.

MIDSIZE SPORTY—CAR SALES



Sporty-car sales in the U. S. will continue to closely track the entire car market, increasing as much because of increased availability ofsporty cars as because of consumer preference for performance cars.

LIGHT—TRUCK SALES



Growth in the small truck-and-van segment in the U. S. will greatly outpace growth in car and total truck segments, prodding light-truck sales to within a hair of their records in the late 1970s.

U. S. Model Year Sales

	1984 Model Year Forecast*	1983 Model Year Total
AMERICAN MOTORS	220,000	183,005
AMC Total	20,000	54,667
Concord	.....	16,576
Eagle	20,000	31,604
Spirit	.....	6,487
Renault Total	200,000	128,338
Alliance	120,000	124,687
Encore	80,000	3,651
CHRYSLER CORP.	1,146,500	819,209
Plymouth Total	342,000	265,564
Horizon	80,000	50,861
Reliant	200,000	161,757
Tourismo	52,000	37,079
Gran Fury	10,000	15,867
Chrysler Total	355,500	244,589
LeBaron	99,000	80,566
Laser	64,000	925
E Class	36,500	36,610
New Yorker	66,000	33,494
Fifth Avenue	90,000	77,700
Cordoba	.....	15,294
Dodge Total	449,000	309,056
Omni	68,000	45,843
Aries	163,000	124,650
Charger/Daytona	130,000	46,040
Dodge 400	.....	31,947
Dodge 600	73,000	30,042
Diplomat	15,000	25,071
Marada	.....	5,463
FORD MOTOR	1,927,000	1,481,400
Ford Division	1,280,000	996,700
Escort	310,000	323,700
Fairmont	.....	77,700
Mustang	125,000	116,300
LTD	166,000	158,200
T-Bird	205,000	99,200
Ford	149,000	124,100
EXP	25,000	26,500
Tempo	300,000	71,000
Mercury Total	522,000	379,400
Lynx	73,000	80,000
Capri	23,000	25,500
Marquis	61,000	62,900
Cougar/XR7	126,000	63,400
Gd. Marquis	128,000	97,300
LN7	.....	6,900
Topaz	111,000	43,400
Lincoln Total	125,000	105,300
Continental	18,000	16,200
Lincoln	62,000	59,300
Mark VII/Mark VI	45,000	29,800
GENERAL MOTORS	4,577,000	3,873,991
Buick Division	950,000	810,435
Skylark	110,000	107,363
Skyhawk	130,000	69,946
Century	205,000	134,804
Regal	200,000	233,016
Buick	50,000	216,503
Riviera	255,000	48,803
Cadillac Division	350,000	290,138
Cimarron	23,000	18,958
Seville	35,000	30,334
Eldorado	67,000	67,760
Cadillac	225,000	173,986
Chevrolet Division	1,514,000	1,306,951
Chevette	180,000	183,970
Cavalier	350,000	216,297
Celebrity	285,000	155,953
Camaro	190,000	175,004
Citation	90,000	116,460
Malibu	.....	107,761
Monte Carlo	134,000	98,865
Chevrolet	250,000	226,750
Corvette	35,000	25,891
Olds Division	1,098,000	955,243
Omega	49,000	56,610
Firenza	70,000	43,042
Cutlass	315,000	314,473
Cutlass Ciera	232,000	169,939
Oldsmobile	389,000	332,398
Toronado	43,000	38,781
Pontiac Division	665,000	511,224
2000	115,000	79,509
1000	30,000	38,286
Firebird	95,000	93,378
Phoenix	30,000	31,742
Grand Prix	90,000	87,026
Bonneville	70,000	82,008
Parisienne	40,000	14,459
Fiero	85,000	.....
6000	110,000	84,816
HONDA*	115,000	32,398
VOLKSWAGEN	95,000	83,150
U. S. INDUSTRY TOTAL	8,080,500	6,473,153

*Automotive News estimates.

Outlook

Continued from Page E-2

ment will look even better when compared to the car sectors, which will be restrained by supply, Hammond pointed out.

Through 1988 (and including this year), the AUTOMOTIVE NEWS WORLD OUTLOOK calls for U.S. truck growth averaging 9 percent, compared to U.S. car-sales growth of 7 percent and to European truck-sales growth of 0.5 percent, including losses in 1983 and 1984.

"Heavy trucks will start to recover but will not reach previous records by any stretch of the imagination," DRI's Hammond said. Responding to the business recovery, Hammond's computations show slow increases for the medium- and heavy-duty trucks at least through 1986, he said.

Japanese-truck sales will set new records, but their share of the light-truck market will be reduced by three factors, according to Hammond:

1. Strong competing products made in the U.S. and therefore not subject either to quotas or the 25-percent import tariff on trucks;
2. Nissan's move to Tennessee, where it can produce up to 120,000 "domestic" trucks a year;
3. Domestic makers dropping their captive imports.

One of this year's emerging trends has been toward sporty cars: Corvette, Shelby Charger, Thunderbird and Cougar were the big news in the 1983 model year.

In 1984, Fiero, Daytona, Laser and the all-new Nissan 300-ZX compete for the sports-car-buyer's attention.

In 1985, the giant GM N-car program will kick in, replacing the Grand Prix, Cutlass Supreme and Regal — intermediates with a sportier image.

Once again, Hammond sees this trend as led by the supply side, not by any sudden surge in demand for performance vehicles.

"Demand was always there" for sporty cars, he said. It was just up to the makers to fill it.

Stable fuel prices didn't hurt, of course.

The performance market plummeted with the instability of gasoline availability in 1979.

The sporty-car chart on Page E-2 doesn't really illustrate just how deeply the performance-car segment was affected because GM's small, fuel-efficient Monza-Sunbird-Skyhawk-Starfire, classed with the sporty compacts, was in high demand. The J-car replacements were not sporty cars, so the sporty-car total plunged with J-car introductions in 1980.

That illustrates Hammond's thesis that people will buy sporty cars when they are available. In 1985, he expects the sporty GM N-cars will draw their market not only from those who would have bought predecessor models, but from Camaro and Firebird intenders who decide to instead buy GM's newest cars.

That, of course, will reduce growth in the sporty-compact segment.

The outlook for next year calls for imports to maintain their current share of the car market. Hammond said he expects the Europeans will improve their sales by a significant percentage, although the actual numerical increase will be insignificant in terms of the entire U.S. car market.

As for some auto makers' oft-expressed hope that the reemployed and low-seniority workers will re-enter the market next year, looking for low-priced new cars, Hammond is cautious.

"To some extent that will happen next year, but we don't have it happening to a great extent. There will be an improvement, not a surge," he said.

But because of production limitations in the larger-car segments, the small-car segment could experience a disproportionate increase in market share, he said.

Europe's recovery has slowed in the second half of this year, and the outlook for 1984 is for virtually no improvement in the sales total for Western Europe next year.

DRI Europe economist John Lawson noted 14 of the 16 European car markets will be growing next year, with the economies of Austria, Denmark and Norway showing particular strength. But losses expected in the UK and France will offset the mild gains elsewhere in Europe.

Car sales will decline in 1984 in the UK because fierce competition for the market this year pushed sales to unnaturally high levels. In France, the downturn will be attributable to government austerity measures.

But a steady European market next year won't mean steady profits, Lawson said.

Cutthroat competition for sales, worsened by the Japanese import penetration, now about 10 percent of European car sales, has already drastically cut European auto makers' profits.

"It is fast becoming a cash-flow problem for many companies," Lawson said. Product development is in jeopardy in some cases, he said.

Saviors so far have been the governments, which have helped bail out BL, Renault and Alfa Romeo. The Spanish government has offered all makers within its boundaries low-interest loans, Lawson said.

Banks have been lending to auto makers on cautious terms, as well. The U.S. car market has provided some relief for lower-volume high-line makers. It will continue to do so next year, Lawson said.

As in the U.S., the high end of the European market is doing best in the recession, especially in Germany. That, too, has been favoring the lower-volume, high-line makers.

But they will be getting competition soon from the high-volume makers.

"It may not be a 1984 story; it may be a 1985 story," Lawson said. Renault's forthcoming R-25, a new top-of-the-line Ford, the Saab-Lancia cooperative cars and the Fiat-Alfa Type Four will soon be entering the large-car segment in Europe.

And the upscale segment will continue to be the best European market, at least through 1985. With Lawson's figures showing unemployment reaching an expected peak of 11 percent in 1985, the mass market is expected to suffer.

Toyota's new Van Wagon, with seating for seven, is restrained this year by import quotas.

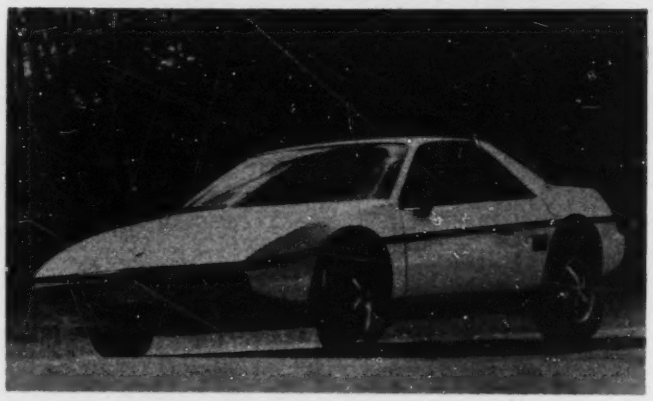
Nissan introduces its third-generation Z-car, the two-plus-two 300-ZX, in the U.S. performance segment.

The downsized Jeep Cherokee bows this year in a new segment that promises good growth: Small utility vehicles.

The Dodge Daytona Turbo, here, and its sister Plymouth Laser, are Chrysler's 1984 answers to Camaro and Firebird.

Sized more like a small station wagon than a minivan, the new Dodge Colt Vista is made by Mitsubishi.

This year the minivan market will belong to Chrysler, with its Plymouth Voyager (shown) and Dodge Caravan.



Pontiac enters the sporty compact segment this year with its two-place plastic-bodied Fiero.

Economy growth is seen slowing in fourth quarter

COLUMBUS, O. — During the fourth quarter of 1983, the U. S. economy's growth will slow to 3.5 or 4 percent, from the third quarter's real GNP growth of 5 percent, according to James Newton, author of two studies published by Management Horizons.

Newton said that 1984 is anticipated to post favorable growth of between 4 and 4.5 percent each quarter.

In the longer run, he said, the U. S. economy is projected to expand slowly during 1985 and 1986, before succumbing to downward cyclical pressures during 1987.

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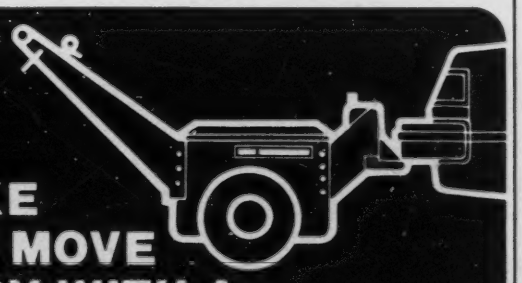

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SUMMARY BY MANUFACTURERS OF CAR AND COMMERCIAL WORLD VEHICLE PRODUCTION IN 1981 AND 1982

(In Descending Order of 1982 Total Vehicle Output)

	1982			1981		
	Total	Passenger Cars	Commercial Vehicles	Total	Passenger Cars	Commercial Vehicles
1. General Motors—U.S.A.	6,150,108	4,869,672	1,280,436	6,667,412	5,497,052	1,170,360
2. Ford Motor—U.S.A.	4,004,433	2,867,723	1,136,710	4,111,942	3,093,212	1,018,730
3. Toyota—Japan	3,147,262	2,258,253	889,009	3,224,488	2,248,171	976,317
4. Nissan—Japan	2,512,309	1,864,616	647,693	2,700,461	1,911,700	788,761
5. Renault—France	2,105,358	1,845,995	259,363	1,892,593	1,632,544	260,049
6. Volkswagen—West Germany	2,079,246	1,902,942	176,304	2,211,514	1,996,247	215,267
7. Peugeot—France	1,689,016	1,503,423	185,593	1,790,665	1,579,193	211,472
8. Fiat—Italy	1,619,413	1,328,637	290,776	1,574,415	1,254,777	319,638
9. Toyo Kogyo—Japan	1,110,164	824,247	285,917	1,176,608	840,630	335,978
10. Chrysler—U.S.A.	1,040,904	789,079	251,825	1,112,242	876,033	236,209
11. Honda—Japan	1,021,578	861,243	160,335	1,008,927	852,177	156,750
12. Mitsubishi—Japan	969,445	572,644	396,801	1,094,793	606,883	487,910
13. Lada—U.S.S.R.	800,000	800,000	.....	830,000	830,000	.....
14. Daimler-Benz—West Germany	689,648	465,503	224,145	701,358	449,010	252,348
15. Suzuki—Japan	603,153	113,881	489,272	578,876	94,785	484,091
16. Fuji—Japan	513,506	201,388	312,118	472,639	190,451	282,188
17. Leyand—UK	509,421	405,116	104,305	513,959	413,440	100,519
18. Daihatsu—Japan	464,245	127,619	336,626	472,254	147,219	325,035
19. Isuzu—Japan	404,871	113,299	291,572	457,242	129,564	327,678
20. BMW—West Germany	262,607	362,607	.....	337,757	337,757	.....
21. Volvo—Sweden	347,304	312,016	35,288	310,363	278,385	31,978
22. Polski Fiat—Poland	238,389	238,389	.....	250,515	250,515	.....
23. American Motors—U.S.A.	225,362	139,890	85,472	239,058	146,810	92,248
24. Skoda—Czechoslovakia	220,000	170,000	50,000	232,000	178,000	54,000
25. Moskvitch—U.S.S.R.	205,000	205,000	.....	235,000	235,000	.....
26. Alfa Romeo—Italy	189,722	188,773	949	198,857	197,287	1,570
27. Zaz Zaporojetz—U.S.S.R.	180,000	180,000	.....	155,000	155,000	.....
28. Zastava—Yugoslavia	163,929	153,644	10,285	194,003	184,817	9,186
29. G.A.Z. Volga—U.S.S.R.	130,000	130,000	.....	130,000	130,000	.....
30. Saab-Scania—Sweden	108,183	83,556	24,627	95,577	66,392	29,185
31. Hyundai—South Korea	90,983	78,071	12,912	70,051	52,961	17,090
32. Hino—Japan	61,445	.....	61,445	69,276	.....	69,276
33. International Harvester—U.S.A.	57,877	.....	57,877	76,362	.....	76,362
34. Kia—South Korea	43,266	535	42,731	36,039	4,753	31,286
35. Porsche—West Germany	36,329	36,329	.....	31,734	31,734	.....
36. I.M.V.—Yugoslavia	31,614	31,302	312	30,056	28,859	1,197
37. Saehan—South Korea	22,796	14,845	7,951	20,411	8,888	11,523
38. De Tomaso-Innocenti—Italy	21,729	21,729	.....	23,261	23,261	.....
39. M.A.N.—West Germany	20,013	.....	20,013	25,473	.....	25,473
40. U.N.I.S.—Yugoslavia	19,723	16,510	3,213	21,188	21,188	.....
TOTAL 40 MANUFACTURERS	34,210,351	26,078,476	8,131,875	35,374,369	26,974,695	8,399,674
OTHERS	1,878,007	536,180	1,341,827	1,855,686	483,097	1,372,589
TOTAL PRODUCTION	36,088,358	26,614,656	9,473,702	37,230,055	27,457,792	9,772,263

	1982			1981		
	Total	Passenger Cars	Commercial Vehicles	Total	Passenger Cars	Commercial Vehicles
North American Companies	11,478,684	8,666,364	2,812,320	12,207,016	9,613,107	2,593,909
Japanese Companies	10,807,978	6,937,190	3,870,788	11,255,564	7,021,580	4,233,984
Western European Companies	9,777,989	8,456,626	1,321,363	9,707,526	8,260,027	1,447,499
Eastern European Companies	1,988,655	1,924,845	83,810	2,077,762	2,013,379	84,383

Data compiled by Motor Vehicle Manufacturers Assn.

Nearly $1,000 more on units tagged above $20,000

Luxury-car insurance loss higher

By Geoff Sundstrom
Washington Reporter

WASHINGTON. — Cars selling for more than $20,000 cost insurance companies an average of nearly $1,000 more to repair than the average of all cars combined, according to the Highway Loss Data Institute.

The average loss payment per claim on expensive cars is $2,300. All passenger cars combined average a loss payment per claim of $1,370.

Claim frequency for luxury automobiles is about the same as other cars, the insurance industry study group reports. All passenger cars result in 9.1 claims per 100 insured vehicle years, while luxury cars report 9.0 claims per 100 insured vehicle years.

The report covered collision insurance results on expensive car models from 1981 to 1983. The results were not adjusted for differences in drivers' age or deductible amounts.

Of the 27 models surveyed by the HLDI report, the Ferrari 308-GTSi had the highest average annual loss payment claim — $7,456. The Mercedes-Benz 240-D had the lowest average loss payment claim — $1,672.

The second, fourth, sixth and seventh poorest cars in terms of collision costs were built by Porsche. The 928 Coupe cost an annual average of $3,463 to repair. The 924 Coupe cost $2,550 and also had the highest claim frequency of the cars surveyed. The Porsche 911 Coupe cost an annual average of $3,782 to repair, but had a below-average frequency of claims. The 944 Coupe cost $2,833 to repair, but like the 928 and 924, had a higher than average incidence of claims.

The BMW 633-CSi ranked third worst in the collision coverage results for expensive models. The 633-SCi cost an average loss payment per claim of $3,596. The car had the fourth highest claim frequency per 100 insured vehicle years. The other two BMWs surveyed — the 528e and the 733i — also had above-average claim frequency results.

Cadillac Seville, Lincoln Continental, Lincoln Mark VI — 2-door and 4-door, fared comparatively well, being far down on the collision repair cost list.

The Mercedes-Benz 300-SD, 300-TD SW, and 300-D ranked just behind the domestic makes in the repair-costs-to-collision frequency ratios.

The Mercedes-Benz 300-CD, Jaguar XJ-6, Mercedes-Benz 380-SEC, Chevrolet Corvette, Mercedes-Benz 380-SL, Rolls-Royce (all models), Mercedes-Benz 380-SEL, Lancia Beta Coupe, DeLorean and Jaguar XJS were ranked in the middle range of the $20,000+ class in terms of collision repair costs.

British arts group cites Pininfarina

LONDON. — Britain's Royal Society of Arts (RSA) has named Sergio Pininfarina as "an honorary royal designer for industry."

Thirty years ago, his father received the same distinction—a fact unique in the history of the RSA (founded in 1754).

Past auto industry recipients include Colin Chapman (Lotus), Sir Alec Issigonis (designer of the Mini), Sir William Lyons (Jaguar), Alex Moulton (inventor of BL's hydrolastic suspension) and U.S. designer Raymond Loewy.

Silver Smith

Lowell Smith, right, Smith-Reynolds Chevrolet-Oldsmobile, Eldorado, Ill., receives his 25-year-dealer award plaque from J. C. Branch, Chevrolet St. Louis zone manager.

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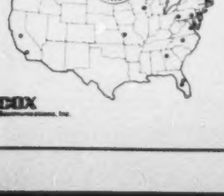

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letterbox

Continued from Page 10

car and the owner of the company is being prosecuted by the State of California.

Losses to depositors are thought to be as much as $150,000. The company is now advertising in Southern California papers.

In another example, one of the largest non-compliance dealers has been caught selling Volkswagens it claimed were "federalized." Volkswagen of America bought several of these cars to see what work had been done. While VW was in possession of the cars, the federalizer claimed to be doing work on the cars. VW found no significant work had been done to the cars, whereas the customer had been charged more than $3,000 for the work. Cars not federalized will in the future be caught up in the California emission test system, just passed into law. The car would then have to be brought into compliance, requiring further expense.

Service: While all conscientious Mercedes-Benz dealers will attempt to offer top-quality service to any Mercedes-Benz owner, it may not always be possible to offer such service. Much of the equipment on non-compliance modified cars is non-Mercedes in origin with the source of these parts unknown to the servicing dealer. Many of the real Mercedes-Benz parts and or equipment may not be available through the U.S. parts system due to not being standard equipment on U.S. versions.

An example would be the before mentioned ABS braking system. Other examples would be a different fuel injection system, different engine parts, manual AC system, manual windows, bumpers, electrical system, lights, and emission control systems.

Mercedes-Benz cars are as highly respected as they are due to the high quality of manufacture, durability and superb engineering. Is an automobile still a Mercedes-Benz when a substantial number of factory parts have been removed or modified and when many non-Mercedes parts have been added to the car? We think such a car is no longer fully a Mercedes-Benz nor will it fully live up to the high expectations of our demanding customers.

Resale value is a prime consideration in the purchase of any expensive car. Mercedes-Benz automobiles have traditionally held their value better than other cars. Indeed, resale value has been such that a Mercedes-Benz car often costs less to own than many lesser cars.

There is a wide spread reluctance on the part of the public to purchase used non-compliance automobiles of any make. Additionally, authorized Mercedes-Benz dealers, for both legal reasons and those enumerated here will not buy or sell non-compliance cars. An investment that both the public and Mercedes-Benz dealers reject is at best questionable.

Laws and legislation exist that limit the sales and registration of non-compliance vehicles of any kind. In California, an owner may not register a new (under 7,500-miles) car unless emission and safety certified by the car manufacturer. Some non-compliance dealers have resorted to illegally rolling forward odometers. This is against state and federal law and carries heavy penalties.

The Environmental Protection Agency is now reviewing the rules which have resulted in this chaotic situation and the harming of uninformed buyers. In addition, there is a bill before Congress requiring EPA to return to the proper enforcement of the prohibition of importation of any car unless certified by its manufacturer. Both of these laws/rules are expected to pass and be put into effect with little advance warning. Should that happen, any car received in U.S. ports would be turned back to Europe.

Shipping is another very important consideration in comparing non-compliance cars with U.S.-equipped Mercedes-Benz. Mercedes-Benz of North America has an elaborate transportation system combined with final quality control and final detailing in U.S. vehicle preparation centers. No matter how carefully controlled shipping is, some cars do get damaged. Mercedes-Benz cars coming through the U.S. equipment systems are damage-surveyed and repaired to Mercedes-Benz standards by Mercedes-Benz factory employes in an extension of the Mercedes-Benz assembly system.

The cars are detailed fully to Mercedes-Benz standards and are covered entirely by the factory warranty.

Non-compliance cars are brought into the U.S. by many shipping means. Some of those cars suffer slight to considerable damage. Because the dealers selling the non-compliance cars are for the most part small independent dealers such a damaged car must, for financial reasons, be fixed and sold immediately. Any such paint or bodywork may or may not be of top quality.

In any case, it is not covered by any Mercedes-Benz factory warranty. The durability and long-term appearance of any such repair must be considered also. Any such damage and or repair may not be readily apparent to the prospective purchaser.

Cost of ownership is more complicated than merely the selling price of a product.

In addition, we feel the prospective owner should think long and hard as to whether he or she would want a Mercedes-Benz that is not entirely a Mercedes-Benz, any more than that person would want a Rolex watch with a Timex movement or an imitation Gucci handbag made in Bangkok. Our product stands as the most outstanding automobile available but remains so only as long as the entire car is genuine Mercedes-Benz. — **Thomas H. Claridge,** President, Claridge's Ltd., Fremont, Calif.

factories list auction dates

American Motors

Dec. 14—Central States Auto Auction, Mason City, Ia.; Southern Auto Auction, Warehouse Point, Conn., and Columbus Fair Auto Auction, Obetz, O.

Dec. 15 — Minneapolis Northstar Auto Auction, Shakopee, Minn.; Todd Auto Auction, Telford, Pa., and Evansville Auto Auction, Evansville, Ind.

Dec. 16—Floyd Hauke Auto Auction, Bridgeton, Mo., and Concord Auto Auction, Acton, Mass.

Dec. 20—Aptco Auto Auction, Taylor, Mich; D-A Auto Auction, New Stanton, Pa., and High Point Auto Auction, High Point, N. C.

Dec. 21—Central States Auto Auction, Mason City, Ia.; Metro Milwaukee Auto Auction, Caledonia, Wis.; Columbus Fair Auto Auction, Ozetz, O. and Kansas City Auto Auction, Kansas City, Mo.

Dec. 22—Minneapolis Northstar Auto Auction, Shakopee, Minn.

Dec. 28—Central States Auto Auction, Mason City, Ia., and Southern Auto Auction, Warehouse Point, Conn.

Dec. 29—Aptco Auto Auction, Taylor, Mich., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Ford Motor Co.

Dec. 13—Dallas Auto Auction, Dallas, Tex.

Dec. 14—Clanton's Auto Auction, Darlington, S. C., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Dec. 15—166 Auto Auction, Springfield, Mo., and Skyline Auto Exchange, Fairfield, N. J.

Dec. 20—Aptco Auto Auction, Taylor, Mich.

Dec. 21—Golden Gate Auto Auction, Fremont, Calif.; Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Northway Exchange, Clifton Park, N. Y.

General Motors

Dec. 12—Orlando Auto Auction, Orlando, Fla.

Dec. 14—Arena Auto Auction, Chicago.

Used Car Sales
Auction Averages

December to date	$4,054
Month ago	$5,132
Year ago	$4,628

Model breakdown
Auction Averages

	DECEMBER TO DATE	NOVEMBER	OCTOBER
1983.....	$10,455	$ 9,086	$10,112
1982.....	6,357	7,035	7,653
1981.....	5,506	5,739	6,114
1980.....	4,242	4,813	5,185
1979.....	3,888	4,095	4,386
1978.....	2,761	3,187	3,316
1977.....	2,442	2,475	2,365
1976.....	1,566	1,791	1,868
Overall Average	$ 4,054	$ 5,059	$ 5,241

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Total tops 780,000; surpasses last year

Month's new-car sales rebound

Continued from Page 6

VW was up to 1.35 percent from 1.21 percent. Honda's share of the 1983 market was 0.98 percent in November.

Buick reported record November sales and Cadillac boasted its 15th consecutive month with a year-to-year increase. Buick was up 1.81 percent, to 74,309 from 72,986 last year. Cadillac was up 8.40 percent, to 29,083 from 26,832.

Chevrolet was off 10.14 percent for the month, Oldsmobile was up 3.82 percent and Pontiac was up 8.97 percent.

• At Chrysler Corp., Chrysler was up 35.64 percent, Dodge was up 9.37 percent and Plymouth was off 8.15 percent.

Ford climbed 13.55 percent, Mercury was up 23.62 percent and Lincoln sales dropped 14.36 percent in November.

American Motors' domestic Renault sales nearly doubled, growing to 15,168 from 7,590, while AMC products were down 41.48 percent. VW was up 17.68 percent and Honda had no year-ago sales with which to compare this November's figure. Imperial sales no longer are reported by Chrysler Corp.

With 25 selling days in the month both this year and last, the daily rate of 23,621 was up 5.80 percent from 22,326 in 1982.

Among the imports, Jaguar notched another monthly record in November, thereby completing three years of steady, record-setting growth. Last month, 1,656 new Jaguars went to U. S. customers, up 19.65 percent from 1,384 a year earlier.

Mercedes-Benz, BMW, Saab and Volvo all had record sales in November. Audi was up 26.77 percent, Porsche was up 52.60 percent and imported Volkswagen cars were up 19.72 percent. Toyota was up 1.51 percent, Nissan dropped 7.73 percent, imported Hondas were off 7.45 percent, Mazda was down 11.90 percent and Subaru was down 10.65 percent. Peugeot was up 48.73 percent.

Imports claimed 24.36 percent of the total U. S. market in November, down from 24.90 percent a year earlier but up from 22.80 percent in October. Record share for imports in November is 26.16 percent, achieved in 1981.

In addition to the 24.36 percent of the market enjoyed by imports last month, U. S. intermediates accounted for 26.87 percent, compacts had 16.98 percent, subcompacts had 13.35 percent, standards had 12.20 percent and luxury models captured 6.24 percent.

Intermediates held 35.53 percent of the November domestic market, compacts had 22.45 percent, subcompacts had 17.65 percent, standards had 16.13 percent and luxury cars accounted for 8.24 percent.

Domestic sales were up 37.05 percent during the last 10 days of the month, growing to 217,540 from 158,727 in 1982. Eight selling days this year yielded a daily rate of 27,193 compared with 22,675 for each of seven selling days a year ago.

For the period, GM was up 37.14 percent, Ford was up 32.36 percent, Chrysler was up 14.25 percent, AMC was up 118.05 percent and VW was up 65.18 percent.

GM claimed 59.46 percent of the domestic market for the period, Ford had 23.42 percent, Chrysler had 10.21 percent, AMC had 3.91 percent, VW had 1.96 percent and Honda had 1.04 percent.

Where auto market was in November

	Total Sales	Pct. of Total
SUBCOMPACT	104,219	13.35
COMPACT	132,567	16.98
INTERMEDIATE	209,821	26.87
STANDARD	95,236	12.20
LUXURY	48,684	6.24
IMPORT	190,177	24.36
TOTAL	780,704	100.00

U. S. CAR SALES BY MARKETING UNITS

	November, 1983	November, 1982	11 Mos., 1983	11 Mos., 1982
Chevrolet	116,376	129,503	1,233,506	1,173,064
Ford	94,904	83,580	961,389	849,125
Oldsmobile	85,032	81,900	929,810	743,646
Buick	74,309	72,986	790,200	672,241
Toyota	43,440	42,792	504,740	484,099
Pontiac	52,447	48,128	502,207	444,361
Nissan	38,164	41,362	484,478	430,467
Honda	33,216	29,618	368,640	337,779
Mercury	35,631	28,822	376,449	301,701
Dodge	28,349	24,158	339,636	284,042
Plymouth	21,616	21,791	288,951	278,316
Cadillac	29,083	26,832	275,313	225,620
VW of America	22,342	18,205	210,416	200,364
Chrysler/Imperial	20,658	15,440	240,586	163,544
Mazda	12,961	14,712	160,649	149,865
Subaru	12,073	13,512	144,985	138,741
AMC-Renault	21,222	16,858	208,357	134,185
Lincoln	8,876	10,259	94,046	84,294
Volvo	7,251	4,712	83,720	68,974
Mercedes-Benz	6,678	5,444	65,827	58,564
BMW	5,314	4,364	53,017	46,178
Saab	2,314	1,902	24,064	18,443
Isuzu	1,811	1,698	19,074	14,103
Fiat	.....	479	5,002	14,590
Peugeot	1,584	1,065	13,716	13,106
Jaguar Rover Triumph	1,656	1,384	14,026	9,130
Mitsubishi	3,323	1,515	29,708	2,690
DeLorean	.....	.....	355	2,830
Alfa Romeo	166	184	2,817	1,953
TOTAL	780,704	743,205	8,425,684	7,346,015

IMPORTED CAR SALES

	Nov., 1983	Nov., 1982	11 Mos., 1983	11 Mos., 1982
Alfa Romeo	166	184	2,817	1,953
Audi	4,806	3,791	42,443	41,877
BMW	5,314	4,364	53,017	46,178
Challenger	549	790	13,578	13,147
Plymouth Colt	2,993	1,857	31,835	34,629
Dodge Colt	3,492	1,876	35,945	35,592
DeLorean	.....	.....	355	2,830
Fiat	.....	404	4,489	13,540
Honda	27,412	29,618	325,219	337,779
Isuzu	1,811	1,698	19,074	14,103
Jaguar	1,656	1,384	14,026	9,130
Lancia	.....	75	513	1,050
Mazda	12,961	14,712	160,649	149,865
Mitsubishi	3,323	1,515	29,708	2,690
Mercedes-Benz	6,678	5,444	65,827	58,564
Nissan	38,164	41,362	484,478	430,467
Peugeot	1,584	1,065	13,716	13,106
Porsche	1,938	1,270	20,022	12,246
Renault	2,618	3,397	31,344	35,509
Saab	2,314	1,902	24,064	18,443
Sapporo	511	945	11,197	11,785
Subaru	12,073	13,512	[illegible]	138,741
Toyota	43,440	42,792	[illegible]	484,099
Vista	1,473	.....	2,897	.....
Volkswagen	7,650	6,390	69,145	61,106
Volvo	7,251	4,712	83,720	68,974
TOTAL	190,177	185,059	2,189,803	2,037,403

NHTSA finds possible danger in Fenton wheels

WASHINGTON. — A California manufacturer's cast-aluminum auto wheels may be dangerously defective, NHTSA has said in an initial determination.

Fenton Mfg. Corp.'s Gyro and R.T. custom wheels could crack or break while the car is on the road, the agency said. Furthermore, the wheels could explode when tires are being inflated and mounted, it said.

Fenton, Gardena, Calif., manufactured some 650,000 Gyro and R.T. wheels between 1969 and 1981, when it stopped. NHTSA, which started its investigation of Fenton wheels in July, 1982, said it knows of 14 reports of serious accidents involving the wheels, including three deaths.

NHTSA will hold a public hearing on the matter Jan. 17 in Washington. Those interested in presenting information at the meeting should contact Joyce Tannahill at (202) 426-2850.

Daihatsu eyes exports to U. S.; quota is problem

TOKYO. — Daihatsu said it wants to export cars to the U. S. but does not know whether it can under current export quotas.

Daihatsu, 10 percent owned by Toyota, wants to export its 1,000-cc Charade model starting in 1985. But it has no allocation under the quota because it did not ship cars to the U. S. before the quota began in 1981.

Toyota is seen as unwilling to give up part of its quota to Daihatsu. Daihatsu's smaller, cheaper cars would not fit into Toyota's strategy to ship its larger and more expensive cars to the U. S.

Suzuki Motor Co., also shut out of quota, hopes to receive an allocation to export cars on April 1, 1984. The allocations for '84 exports have not yet been made.

DOMESTIC CAR SALES

	Nov. 21 to Nov. 31 1983	Same Period, 1982	Nov., 1983	Same Month, 1982	Jan. 1 to Nov. 30 1983	Same Period, 1982
Alliance	.....	.....	9,618	7,590	119,081	21,631
Encore	.....	.....	5,550	.....	13,875	.....
RENAULT	6,800	2,340	15,168	7,590	132,956	21,631
Spirit	.....	.....	59	587	4,248	15,180
Concord	.....	.....	77	2,173	11,321	29,236
Eagle	.....	.....	3,300	3,111	28,488	32,629
AMC	1,704	1,560	3,436	5,871	44,057	77,045
AMERICAN MOTORS*	8,504	3,900	18,604	13,461	177,013	98,676
Horizon	1,572	1,111	4,762	3,026	51,100	42,964
Turismo/TC3	908	1,039	2,471	2,731	33,590	36,420
Reliant	3,221	4,259	9,906	12,660	145,267	134,728
Plymouth	81	171	303	572	14,625	17,790
Total Plymouth	5,782	6,580	17,442	16,989	244,582	231,902
Laser	1,524	.....	3,717	.....	7,328	.....
LeBaron K	1,909	2,141	5,625	5,901	74,393	82,260
Cordoba	32	389	99	1,283	10,219	14,871
New Yorker Fifth Ave.	1,641	1,755	4,284	5,440	68,877	58,061
E-Class	785	1,923	2,255	2,606	33,036	5,945
Chrysler	1,604	.....	4,678	.....	45,580	.....
Total Chrysler	7,495	5,308	20,658	15,230	239,433	161,137
Total Imperial	.....	70	.....	210	1,153	2,407
Omni	1,434	1,079	3,981	2,958	45,451	36,172
Charger/024	1,151	1,138	3,230	3,017	42,692	37,711
Daytona	1,199	.....	2,755	.....	5,619	.....
Aries	3,573	3,164	8,729	9,695	109,861	101,564
600 Cpe./400	456	988	1,385	2,388	27,075	25,911
Diplomat	165	329	460	1,466	22,111	23,917
Mirada	29	142	107	450	4,293	6,889
Dodge 600	920	636	2,858	1,518	31,451	3,139
Total Dodge	8,927	7,476	23,505	21,492	288,553	235,303
CHRYSLER CORP.	22,204	19,434	61,605	55,921	773,721	630,749
EXP	183	1,242	509	4,253	18,650	36,363
Escort	9,040	8,360	24,602	28,556	299,692	313,983
Mustang	4,626	2,985	11,031	9,385	108,298	110,838
Tempo	7,339	.....	20,355	.....	114,418	.....
Fairmont	.....	5,993	.....	14,683	37,521	124,599
Granada	.....	1,420	.....	4,887	3,751	91,699
Thunderbird	5,784	563	13,481	2,067	120,053	41,238
LTD '83	5,380	2,746	16,141	9,261	148,766	15,715
Ford Crown Victoria	3,230	3,146	8,783	10,488	110,240	114,690
Ford Division	35,582	26,457	94,902	83,580	961,389	849,125
LN7	31	428	196	1,227	4,694	12,047
Lynx	1,693	2,213	4,978	6,964	73,619	90,284
Topaz	2,629	.....	7,129	.....	35,706	.....
Zephyr	.....	1,230	.....	3,797	11,583	39,300
Cougar/Monarch	.....	426	.....	1,643	906	39,930
XR-7	2,691	198	8,077	788	78,832	15,155
Capri	869	897	2,182	2,797	21,361	28,540
Marquis '83	1,933	1,227	6,083	3,517	59,760	6,508
Merc. Gr. Marquis	2,427	2,544	6,991	8,089	89,988	89,937
Total Mercury	12,273	9,163	35,631	26,822	376,449	301,701
Continental	462	461	1,298	2,256	12,267	21,127
Lincoln	1,550	1,514	4,383	5,030	56,275	37,877
Mark VII	1,075	893	3,105	2,973	25,504	25,290
Total Lincoln	3,087	2,868	8,786	10,259	94,046	84,294
L-M Division	15,360	12,031	44,417	39,081	470,495	385,995
FORD MOTOR	50,942	38,488	139,319	122,661	1,431,884	1,235,120
Skyhawk	2,469	1,851	5,588	5,988	68,676	42,862
Skylark	4,432	3,273	9,001	12,083	96,221	133,935
Century FD	6,540	4,678	15,309	14,107	138,534	90,324
Regal Sedan/Coupe	7,247	5,640	17,734	19,943	221,163	208,838
LeSabre	5,466	3,301	13,091	9,939	141,268	101,099
Electra	2,990	2,046	7,423	6,396	75,074	54,745
Riviera	2,809	1,472	6,163	4,530	49,264	40,438
Buick Division	31,953	22,261	74,309	72,986	790,200	672,241
Cimarron	518	547	1,596	1,623	17,715	11,833
Seville	1,248	828	3,785	2,774	30,487	21,486
Cadillac	5,350	4,863	16,664	16,302	161,380	140,292
Eldorado	2,336	1,697	7,038	6,133	65,731	52,009
Cadillac Division	9,452	7,935	29,083	26,832	275,313	225,620
Chevette	6,306	3,710	15,291	22,788	163,395	219,981
Cavalier	9,401	3,382	25,053	12,838	255,300	111,092
Citation	2,194	3,786	5,283	18,214	85,406	174,709
Camaro	5,412	5,289	15,570	20,111	164,924	170,856
Celebrity	7,633	3,631	20,572	13,728	159,685	89,306
Malibu	306	2,639	960	10,631	84,632	103,279
Monte Carlo	3,694	2,221	10,208	9,853	95,567	92,710
Chevrolet	8,048	4,873	20,959	19,234	218,794	190,091
Corvette	868	554	2,480	2,106	25,803	21,040
Chevrolet Division	43,862	30,085	116,376	129,503	1,233,506	1,173,064
Firenza	994	817	3,463	3,759	41,612	25,744
Omega	898	1,303	2,872	7,089	46,707	68,614
Cutlass Ciera	6,280	3,375	19,553	15,835	174,778	104,512
Cutlass Supreme	7,726	6,460	26,772	25,768	306,721	263,948
Olds 88	5,160	4,311	17,862	16,401	212,178	167,602
Olds 98	3,079	2,481	10,742	9,425	110,311	81,501
Toronado	1,049	959	3,768	3,623	37,503	31,725
Oldsmobile Division	25,186	19,706	85,032	81,900	929,810	743,646
Fiero	2,011	.....	6,428	.....	15,502	.....
1000	810	1,368	2,320	4,842	31,912	47,697
2000/Sunbird	2,839	1,703	7,588	5,340	80,156	52,072
Phoenix	509	1,377	1,401	4,738	22,909	45,764
Firebird	3,009	3,766	8,657	11,697	83,579	96,504
6000	3,656	2,350	9,099	8,173	83,857	49,177
Bonneville	2,278	1,878	6,440	6,810	77,992	70,696
Grand Prix	2,332	1,897	6,382	6,728	83,355	78,275
Parisienne	1,458	.....	4,132	.....	22,945	4,176
Pontiac Division	18,902	14,339	52,447	48,128	502,207	444,361
GENERAL MOTORS	129,355	94,326	357,247	359,349	3,731,036	3,258,932
VOLKSWAGEN	4,260	2,579	7,948	6,754	78,809	85,135
HONDA	2,275	.....	5,804	.....	43,421	.....
DOMESTIC TOTAL	217,540	158,727	590,527	558,146	6,235,881	5,308,612
IMPORT TOTAL	.....	.....	190,177	185,059	2,189,803	2,037,403
INDUSTRY TOTAL	.....	.....	780,704	743,205	8,425,684	7,346,015

*—AMC does not issue a breakdown for ten-day periods.

Makers build 650,092 in November

Month's car output best in 5 years

By Mary Beth Mayer
Staff Writer

In November, the domestic auto makers built 650,092 units — the highest total for that month since 1978, when 862,127 were finished.

November's total led the year-ago month's sum of 404,542 by 60.74 percent.

Last week, the manufacturers scheduled 173,779 cars, trailing the 182,465 built in the overtime-packed previous week by 4.77 percent, but 61.74 percent ahead of the year-ago week's 107,447.

Breakdown for the week by company was: General Motors, 58.53 percent; Ford Motor Co., 21.46 percent; Chrysler Corp., 13.87 percent; American Motors, 3.31 percent; Volkswagen of America, 1.75 percent, and Honda, 1.08 percent.

So far this year, 6,467,601 cars have been completed, thus leading the year-ago output of 4,889,372 by 32.28 percent.

Fourteen auto assembly facilities worked overtime last week.

GM slated two shifts Saturday (Dec. 10) overtime at Flint (B-D and G lines), Lansing (B-D and G lines), Leeds (Mo.), Linden (N. J.), Lordstown (O.) and Oklahoma City.

Chrysler's five car points put in extra daily hours last week. Belvidere (Ill.), Newark (Del.) and St. Louis No. 1 worked two daily 9-hour shifts, while Jefferson (Detroit) put in two 8½-hour daily shifts and St. Louis No. 2 operated one 10-hour daily shift. Chrysler plans to follow the same overtime schedule this week.

Ford's Chicago and Wayne (Mich.) plants operated two Saturday shifts. This week, Ford plans two shifts of Saturday (Dec. 17) overtime at Wayne.

Volkswagen's Westmoreland (Pa.) point also operated Saturday.

GM scraps 600 rusty LUVs that nobody wants

TAMPA, Fla. — General Motors last week scrapped 600 rusty Chevrolet LUV pickup trucks that have been sitting on the dock here for more than a year because dealers wouldn't buy them.

The '82 models all have diesel engines. The LUVs were built for GM by Isuzu of Japan and valued at about $5 million. Heavy rains have caused rust problems.

Also, demand for the LUV evaporated after GM introduced the small Chevrolet S-10 and GMC S-15 pickups.

GM decided it was cheaper to scrap the LUVs than to fix them. The risks of future lawsuits and potential bad publicity were also a factor.

Truck production for November is highest since '78

November truck output reached 243,558, making it the best month of truck production in nearly 4½ years, since 292,897 units were assembled in June, 1979.

Last month's total was the highest for November since 1978, when 339,721 trucks were finished. Last November, 126,935 units were completed.

The truck makers scheduled 48,497 units last week, 2.89 percent behind the previous week's 49,937, but 33.15 percent ahead of the year-ago 36,424.

Year-to-date, the truck manufacturers have produced 2,260,087 units, leading the 1,818,238 completed at this time last year by 24.31 percent.

Saturday (Dec. 10) overtime was slated at three plants last week. General Motors' Lordstown (O.) point worked two shifts, while the Pontiac No. 2 facility put in one shift. Ford Motor Co.'s Lorain (O.) plant also worked one shift Saturday.

Chrysler Corp. has scheduled its Warren (Mich.) point to operate two 9-hour shifts four days and two 8-hour shifts the fifth day this week.

Mandatory seat-belt bill put on shelf in Michigan

LANSING, Mich. — A mandatory seat-belt bill, due for a vote last week in the Michigan Legislature, was returned to the Insurance Committee.

Apparently no action will be taken until 1984.

Backers of the bill blamed legislative paranoia for the action. Two state senators were recalled in recent weeks over a tax issue and the belt law is considered by lawmakers to be a "recallable issue."

In another matter, a law keeping the state-set interest rating on car loans at 16.5 percent was signed by Gov. James J. Blanchard.

Without the law, maximum auto rates would have dropped to 12.83 percent at banks, dealers and finance companies; 15 percent at credit unions, and 14.55 percent at savings and loan companies.

The ceiling was kept at 16.5 percent because officials feared lenders would refuse to make new loans at the lower rates.

Canada assembles 15,741 trucks, best week in 4½ years

Canadian truck makers produced more vehicles in November than in any other month in 2½ years and did not let up on that rapid production pace as they assembled more units last week than in any week in 4½ years.

The manufacturers assembled 58,231 units in November, the most built in one month since 70,932 were completed in June, 1981. The total was the best for any November since 1977 when 63,549 trucks were built.

Truck output for last week was targeted at 15,741, making it the best week of truck production in Canada since the week ended June 23, 1979, when 15,923 units were finished. Last week's output was 1.29 percent above the previous week's 15,542 and more than 2½ times the 5,610 built in the year-ago week.

Year-to-date, there have been 525,827 trucks produced, leading the year-ago output of 458,368 by 14.72 percent.

The car manufacturers assembled 94,129 units in November—the top sum for that month since 103,872 cars were completed in 1978. Last month's tally was the highest for any month since last June, when 100,357 units were finished.

The makers estimated last week's production at 23,851 cars, up 1.28 percent from the 23,550 built in the prior week and 83.04 percent ahead of the 13,031 built in the 1982 week.

So far this year, 923,291 cars have been completed, up 16.39 percent from the 793,340 assembled in the year-ago period.

Chrysler Corp. estimated that 2,736 T-115 minivans were built last week at its Windsor facility. Of that total, 1,368 were Dodge Caravans and 1,368 were Plymouth Voyagers.

CANADIAN CAR PRODUCTION

	Week Ended Dec. 10, 1983	Week Ended Dec. 11, 1982	Week Ended Dec. 3, 1983	Nov. Total	Jan. 1 to Dec. 11, 1982	Jan. 1 to Dec. 10, 1983
AMERICAN MOTORS	720	.....	730	3,179	28,252	28,095
CHRYSLER CORP.	.....	.....	.....	.....	144,488	104,365
FORD MOTOR	9,650	8,694	9,623	34,076	274,596	267,518
GENERAL MOTORS	13,256	4,112	12,972	55,929	336,322	513,326
VOLVO	225	225	225	945	9,682	9,987
Total Cars, Canada	23,851	13,031	23,550	94,129	793,340	923,291

TRUCK PRODUCTION IN U. S.†

	Week Ended Dec. 10, 1983	Week Ended Dec. 11, 1982	Week Ended Dec. 3, 1983	Nov. Total	Jan. 1 to Dec. 11, 1982	Jan. 1 to Dec. 10, 1983
CHEVROLET	9,117	12,187	10,288	87,370	627,630	766,684
DODGE	4,200	2,341	3,800	15,460	117,590	139,170
FORD	21,363	14,981	21,539	86,316	665,781	883,291
GMC	6,349	3,955	6,479	22,392	216,569	251,451
INTERNATIONAL	1,218	1,038	1,237	4,875	44,613	48,955
VOLKSWAGEN	.....	.....	.....	.....	8,103	2,079
JEEP	3,700	872	3,952	17,129	82,622	102,139
NISSAN	1,500	.....	1,592	5,810	.....	16,758
AM GENERAL	50*	50*	50*	200*	2,350	2,360*
MISCELLANEOUS	1,000*	1,000*	1,000*	4,000*	53,000	47,200*
Total Trucks, U.S.	48,497	36,424	49,937	243,558	1,818,238	2,260,087

CANADIAN TRUCK PRODUCTION

	Week Ended Dec. 10, 1983	Week Ended Dec. 11, 1982	Week Ended Dec. 3, 1983	Nov. Total	Jan. 1 to Dec. 11, 1982	Jan. 1 to Dec. 10, 1983
CHRYSLER CORP.	5,388	.....	5,160	15,574	92,404	131,525
FORD MOTOR	3,970	3,087	3,969	14,980	130,421	137,317
GENERAL MOTORS	6,248	2,246	6,279	27,092	224,735	251,544
INTERNATIONAL	135	277	134	585	10,806	5,441
Total Trucks, Canada	15,741	5,610	15,542	58,231	458,368	525,827
N. American Trucks	64,238	42,034	65,479	301,789	2,276,606	2,785,914

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

U. S. CAR PRODUCTION

	Week Ended Dec. 10, 1983	Week Ended Dec. 11, 1982	Week Ended Dec. 3, 1983	Nov. Total	Jan. 1 to Dec. 11, 1982	Jan. 1 to Dec. 10, 1983
AMERICAN MOTORS	5,750	3,715	5,696	22,150	100,216	189,272
AMC Total	.....	834	.....	.....	49,869	4,071
Concord	.....	.....	.....	.....	.....	4,068
Eagle	.....	834	.....	.....	49,869	3
Renault Total	5,750	2,881	5,696	22,150	50,347	185,201
Alliance	2,875	2,881	2,848	12,065	50,347	148,372
Encore	2,875	.....	2,848	10,085	.....	36,829
CHRYSLER CORP.	24,100	14,858	27,967	71,026	573,302	948,301
Plymouth Total	7,300	5,726	8,948	20,485	230,501	292,934
Horizon	2,900	2,055	3,756	6,833	73,653	110,465
Reliant	4,200	3,590	4,982	13,072	155,421	176,858
Caravelle ('83)†	100	81	96	325	1,427	4,956
Gran Fury	100	.....	114	255	.....	655
Chrysler Total	7,500	2,441	8,143	22,875	109,442	218,755
LeBaron	1,900	1,395	2,575	5,928	92,682	81,354
Laser	1,700	.....	1,465	4,915	.....	20,354
Chrysler	1,700	1,046	1,917	5,460	16,760	100,680
Fifth Avenue	2,200	.....	2,186	6,572	.....	16,367
Dodge Total	9,300	6,691	10,876	27,666	233,359	337,612
Omni	3,200	2,172	3,368	6,872	83,740	120,067
Aries	3,600	3,369	4,243	12,092	123,626	135,459
Daytona	1,300	.....	1,851	4,991	.....	16,307
Dodge 400	.....	477	.....	.....	29,525	18,478
Dodge 600	1,100	673	1,352	3,534	11,468	46,433
Diplomat	100	.....	62	177	.....	868
FORD MOTOR	37,292	25,157	37,395	150,039	1,053,152	1,474,151
Ford Division	25,216	15,408	24,397	98,042	657,397	957,531
Escort	8,184	4,252	7,557	31,917	251,521	273,054
Fairmont	.....	3,003	.....	.....	122,811	23,728
Mustang/Mustang II	2,642	4,022	3,437	13,745	122,093	116,597
LTD/Granada	4,631	3,664	4,631	17,394	124,691	170,607
Thunderbird	3,163	.....	3,344	14,093	29,326	178,889
Crown Victoria/Ford	2,024	467	1,979	6,479	742	88,706
EXP	626	.....	538	927	6,213	3,334
Tempo	2,946	.....	2,911	13,487	.....	102,675
L-M Division	12,076	9,749	12,998	51,997	395,755	516,620
Mercury Total	9,399	7,339	10,217	52,559	302,234	417,356
Lynx	1,428	1,028	1,305	6,335	77,691	70,728
Capri	409	458	684	2,584	32,084	24,020
Zephyr	.....	972	.....	.....	38,679	8,601
Marquis/Cougar	2,167	2,416	2,223	7,922	57,136	73,078
Cougar/RX7	2,676	.....	2,992	12,734	10,580	121,747
Gr. Marquis/Marquis	1,596	2,456	1,640	8,597	84,346	88,781
LN7	.....	.....	.....	.....	1,718	290
Topaz	1,125	.....	1,373	4,387	.....	30,111
Lincoln Total	2,677	2,410	2,781	9,438	93,521	99,264
Continental	516	482	519	1,781	19,233	12,130
Lincoln	663	1,126	694	2,376	45,677	57,049
Mark VI/VII	1,498	802	1,568	5,281	28,611	30,085
GENERAL MOTORS	101,710	63,642	107,551	389,806	3,081,305	3,811,515
Buick Division	23,952	14,233	23,952	83,774	719,925	859,196
Skylark	3,326	190	3,527	13,600	131,251	107,416
Skyhawk J	3,246	1,366	3,173	10,072	62,948	75,058
Century	4,781	2,504	4,372	14,399	107,213	161,921
Regal	4,860	5,035	4,786	17,522	200,623	227,398
Buick	6,170	3,941	6,330	22,564	176,158	236,279
Riviera	1,469	1,197	1,604	5,617	41,722	50,864
Electra (fwd)	100	.....	160	.....	.....	260
Cadillac Division	6,866	6,251	7,735	27,338	235,309	294,288
Cimarron	533	618	684	2,236	9,442	19,958
Seville	792	522	822	2,920	21,757	33,290
Eldorado	1,525	1,214	1,575	5,601	54,433	69,752
Cadillac	4,016	3,897	4,654	16,581	149,677	171,288
Chevrolet Division	32,332	21,028	33,881	132,577	976,215	1,261,372
Chevette	4,185	4,879	4,112	17,581	200,086	195,592
Cavalier	8,296	2,680	8,273	29,890	90,078	293,531
Celebrity	5,622	1,279	6,042	27,475	64,777	167,121
Camaro	5,778	3,892	5,873	19,321	207,227	189,924
Citation	1,888	2,681	1,923	7,554	152,782	83,365
Malibu/El Camino	510	2,715	602	1,872	119,210	100,251
Monte Carlo	3,583	1,803	4,247	16,908	78,899	118,004
Chevrolet	1,695	1,099	1,915	9,025	40,640	86,895
Corvette	775	.....	894	2,951	22,514	26,689
Oldsmobile Division	26,875	15,422	29,523	99,575	744,060	985,025
Omega	1,734	.....	1,629	6,928	71,536	55,067
Firenza	2,408	814	2,276	7,325	43,201	49,192
Cutlass	7,845	4,978	9,455	29,551	207,705	293,996
Cutlass/Ciera	4,307	2,736	5,127	20,713	117,212	203,931
Oldsmobile	9,215	6,709	9,796	31,232	271,199	341,997
Olds 98 (fwd)	107	.....	58	.....	.....	165
Toronado	1,259	785	1,182	3,826	33,207	40,677
Pontiac Division	11,685	6,708	12,460	46,542	405,798	411,634
Acadian†	.....	30	179	1,150	9,587	14,138
2000	3,388	1,815	3,574	12,728	38,587	109,101
1000	875	479	873	3,521	33,880	40,332
Firebird	2,597	1,605	3,118	11,091	121,245	97,458
Phoenix	500	711	541	1,998	44,308	24,109
G. Prix/Bonneville	1,690	2,068	1,526	6,991	127,849	89,764
Parisienne	360	.....	433	2,216	.....	11,682
Fiero	2,275	.....	2,216	6,847	.....	25,050
6000	.....	.....	.....	.....	30,342	.....
HONDA	1,875	75*	1,894	7,176	410*	50,314
VOLKSWAGEN	3,052	.....	1,962	9,895	78,824	93,048
CHECKER	.....	.....	.....	.....	2,163*	.....
Total Cars, U.S.	173,779	107,447	182,465	650,092	4,889,372	6,467,601
Total Cars, Canada	23,851	13,031	23,550	94,129	793,340	923,291
N. American Cars	197,630	120,478	206,015	744,221	5,682,712	7,390,892
N. American Trucks	64,238	42,034	65,479	301,789	2,276,606	2,785,914
North American Cars and Trucks	261,868	162,512	271,494	1,046,010	7,959,318	10,176,806

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

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Automotive News

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Proposed CAFE changes not all Detroit hoped for

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — An industrywide CAFE adjustment factor of 0.2 MPG for 1980 and later model-year fuel economy standards is being proposed by EPA.

Such a change would take into account effects of past changes in test procedures used to measure both compliance for emissions and for gas mileage.

But since changes benefitted auto makers even more in at least one instance than it penalized them, EPA also is proposing that future CAFE be adjusted downward by an unknown factor to compensate for some cost-saving flexibility EPA also provided. This particularly affects domestic makers who chose to test at higher mileage and would apply to 1986 and later model years.

The same factor is suggested for gas-guzzler tax for 1981 and later models.

EPA's proposal comes at a particularly appropriate time. With the nation awash with cheap gasoline and no sign of any coming shortage, sales of big cars are booming.

While General Motors and Ford Motor Co. are believed to have enough credits under the three-year-carryforward provision to meet the 1983 standard of 26 MPG, problems arise with 1984 and later models.

The rough scenario there is that GM may have problems amounting to hundreds of millions of dollars. Ford is expected to use—for the first time—both the three-year carryforward and the three-year carryback.

Normally, this might mean trying to convince NHTSA that it would restrain sales of big cars or make some other decision not in the best interest of shareholders, but Ford is believed to have made major technological strides in improving gas mileage.

While Ford is more hopeful than GM, both companies face uncertainties in future years. Unlike the light-truck standards, which are set administratively according to maximum feasible levels, the 1985 model CAFE is in statutory concrete.

How much flexibility NHTSA has is unsure and in an election year — or any year, for that matter — some lawmakers will be reluctant to take the pressure off the domestic companies.

The fear is that they would fall into old patterns just as they are beginning to become competitive with the Japanese small cars. Besides, the Middle East is still sufficiently unsettled that some lawmakers will not assume that the oil supply is stable.

So far, the Reagan Admini-

Continued on Page 37, Col. 1

A Christmas Fantasy

Or, Season's grittings from Detroit

'Twas the night before Christmas and all through the land
The recovery rolled on like a new mini-van.
New-car sales were climbing with nary a pause,
And they almost kept pace with new state lemon laws.
Japanese showed restraint, thereby saving the day;
They just sold bigger cars—inscrutable, eh?

To boost U.S. sales, GM had a plan—
Sell better small cars that are made in Japan.
And build better cars here? GM never says can't,
Provided Toyota is running the plant.
The union said writing a contract that's fair
Should be just as easy as falling out of a chair.

One employe sued Ford, 'cause he got on the sauce
Then another sued 'cause they did not make him boss.
Diesel owners and Spaulding showed up, too, in court
As suing GM became a national sport.
Iacocca saved Chrysler and paid all its bills,
Now he's trying to cure Lady Liberty's ills.

Many Irish lost jobs, that DeLorean couldn't avoid;
But he was able to keep many book writers employed.
And Bricklin is back in the auto sales game,
Peddling Fiats by any other name.
Steed's been confirmed, DOT's on the Dole
And the court says that air bags may still play a role.

Santa finally arrived, looking fit, in the clover
In a sleigh he'd just purchased for 49 over.
He's a jolly old elf, when he chuckles he shakes;
In his teeth a pipe locked tight as an X-car's brakes.
He jumped to his sleigh, the deer heeded their skipper
And they took to the skies quick as a Zoe Zipper.
But we heard him exclaim as he flew to and fro:
"Merry Christmas, Detroit—See you at Expo!"

—Richard A. Wright

Pony roundup

Korean-built cars land in Canada

The first 600-unit shipment of Korean-built Hyundai Pony automobiles to be sold in Canada arrived at Vancouver, B.C., last week. Hyundai Auto Canada, Inc., will sell the four-door rear-drive hatchbacks through a 50-dealer network, beginning Jan. 1. Base price is $5,795. Another 900-car shipment is expected later this month. Hyundai uses Canadian windshield glass and tires.

Stockpile still riddled with shortages

Import inventory steady at 29 days

By Richard A. Wright
Assistant Managing Editor

The inventory of new imported cars edged upward a bit during November, but so did the sales pace and the industry opened December with a 29-day supply, same as a month earlier.

A buildup in stockpiles by European makers offset a decline in the inventory of Japanese cars and allowed the European lines to boost sales, while Japanese sales were hampered by lack of cars.

There were 224,290 new imported cars in inventory Dec. 1, up from 217,965 a month earlier. A year ago, there were 374,775 new imported cars in stock, a more solid 51-day supply.

The supply of new imported pickup trucks increased during November to 81,322 units Dec. 1, compared with 70,778 a month earlier. However, the bigger Dec. 1 total was a 55-day supply, down from 58 days on Nov. 1.

The combined imported car and truck inventory Dec. 1 totaled 305,612 units, a 33-day supply, compared with 288,743 units a month earlier, also a 33-day supply.

Japanese lines were unable to build stocks during the month, even though the overall sales rate slipped a bit, and most makes opened December with inventories that were as short or shorter than the month before.

The total inventory of Japanese-built imported cars was good for 24 days on Dec. 1, unchanged from Nov. 1.

Japanese makes and their Dec. 1 days-supply figures were: Toyota, 13; Nissan, 22; Honda, 22; Mazda, 27; Subaru, 31; Mitsubishi, 41, and Isuzu, 59. In addition, Chrysler Corp. had a 66-day supply of Mitsubishi-built cars, including Plymouth Vista, 47; Dodge Vista, 50; Dodge Colt, 64; Plymouth Colt, 67; Plymouth Conquest/Sapporo, 92, and Dodge Conquest/Challenger, 105.

West German-made cars in stock Dec. 1 totaled 51,750 units, a 49-day supply, compared with 41,063 a month earlier, a 52-day supply.

German nameplates and their Dec. 1 days-supply figures were: Porsche, 20; Mercedes-Benz, 28; Audi, 29; BMW, 62, and Volkswagen, 77. VWoA also had a 58-day supply of U.S.-built Rabbits.

Days-supply figures of other European lines included: Jaguar, 20; Saab, 32½; Peugeot, 40; Volvo, 51; Renault, 71, and Alfa Romeo, 114.

Days-supply figures for imported pickup trucks Dec. 1 were: Mazda, 31; Toyota, 50½; Nissan, 55; Mitsubishi, 55½; Chrysler Corp./Mitsubishi, 85, and Isuzu, 129½.

breaking news

GM-Toyota vote slated for tomorrow

WASHINGTON.—An FTC vote on the General Motors-Toyota joint venture has been tentatively scheduled for Tuesday, Dec. 20, according to FTC sources. Chrysler and GM met separately with top FTC staffers two weeks ago. Ford and Toyota discussed the venture with the agency last week. A Chrysler official said his company hoped to meet with a new commissioner, Terry Calvani, and FTC Chairman James C. Miller sometime before the vote. Chrysler and Ford are opposed to the venture.

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Rebuttal period to follow closing of FTC record

Used-car rule opened for comment

By Geoff Sundstrom
Washington Reporter

WASHINGTON. — The Used-Car Rule was opened for public comment last week by the FTC, broadening a court order that asked for public testimony on the rule's "known defect" provisions.

The FTC's record will remain open until Jan. 16, 1984, the commission said, to be followed by a 20-day period of rebuttal.

Commissioner Michael Pertschuk dissented in the decision to open the rule on a broad basis. Both Pertschuk and Commissioner Patricia Bailey had earlier objected to renewed public comment on the rule, saying that they were unaware of any changed conditions of law or fact making a reexamination appropriate.

Commissioner Terry Calvani voted for the expanded review, but said he had not formed an opinion on the merits of the used-car proposal.

The used-car rule was reopened to public comment at the direction of a U.S. Court of Appeals as a result of a deal between the FTC and a plaintiff who had challenged the rule prior to congressional veto. The court has said it expects proceedings involved in the remand to be completed by June 14, 1984.

The court has retained jurisdiction over the rule except for purposes of the remand.

• In August, the FTC voted to put the Used-Car Rule into effect six months after the Court of Appeals enters its decision on the used-car challenge.

The Used-Car Rule was passed by the FTC in August, 1981, requiring dealers to disclose warranty terms and known defects on a sticker posted in the window of each used car offered for sale.

Congress vetoed the rule in May, 1982, but the Supreme Court ruled in July of this year that the legislative veto was unconstitutional.

The commission asked for comments on a number of questions including whether an industrywide rule was needed to protect consumers against known defects, or whether current laws provide adequate protection.

The commission asked, "Is the commission's authority to prosecute unfair or deceptive practices under Section 5 of the Federal Trade Act through case my case adjudications adequate to police the marketplace against dealers who engage in a pattern or practice of deceptive sales of cars with known defects?"

• Do the consumer benefits outweigh the costs of complying with the known defects disclosure provision, the FTC wanted to know.

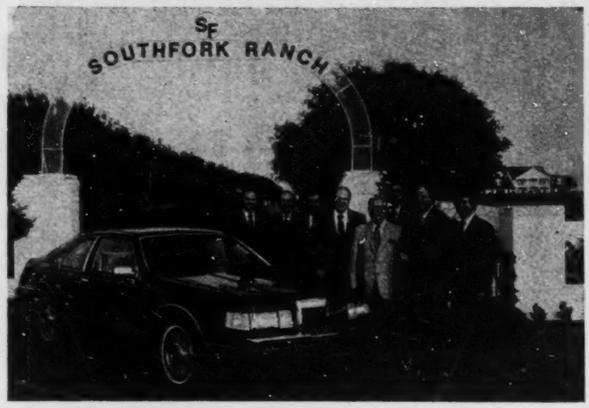
"How will dealers change their business practices in response to the provisions requiring disclosure of known defects?" the commission asked.

Pricing information was also requested regarding the effect of the known defects provision on used-car tradein allowances and the price of used cars sold by dealers.

And the FTC asked whether the dealer's obligations under the rule were understandable and if the "reasonable person" standard used in the rule was "sufficiently specific."

The same question was asked about the commission's definition of the term "defect." What specific revisions to the rule would make the rule easier for dealers to understand, the FTC asked.

The commission also wanted to know whether the window sticker format mandated for disclosure of known defects would provide information to consumers in a useful and understandable manner and what revision might make the information more useful to consumers.



L-M dealers play host at J.R.'s house

These Dallas Lincoln-Mercury dealers hosted a $36,000 party at Southfork Ranch to introduce the 1984 Continental Mark VII. Southfork is the home of the Ewing family on TV's "Dallas."

Nissan will try again for '81-'82 CO waiver

WASHINGTON. — Nissan's second request for an EPA waiver on carbon monoxide emissions will be reviewed by the EPA Jan. 9.

Nissan is again requesting that its 1981-82 Datsun 210 and 310 be exempted from compliance with the government's CO standard. A Nissan petition for waiver of its 210 and 310 models was first turned down by EPA on Nov. 8, 1979.

The EPA said that Nissan's request for a reconsideration of the original denial is based on testing by EPA and Nissan that shows the 1981 models emitting pollutants exceeding the government's carbon monoxide limits.

The Clean Air Act allows a CO waiver for a specific model year if the EPA administrator finds that protection of the public health does not require attainment of the government's CO standard of 3.4 grams per mile.

However, the waiver may be granted only if it is found "essential" to the public interest, if the applicant has made a "good faith" effort at compliance and if technology available at the time of production could not bring the model into compliance.

Written comments may be submitted on the Nissan petition until Jan. 13, 1984, the EPA said.

GM asks stockholders to help on restraints

DETROIT. — General Motors has told NHTSA that it is opposed to passive restraints in new cars, and now GM wants its stockholders to get into the act.

In a letter to shareholders, GM asked them to write their views to NHTSA before the close of the public comment period on Dec. 19. GM also asked that they send copies of their letters to the corporation.

The company also suggested that letters to U.S. senators and representatives would be a good idea.

The solicitation is not an inexpensive project. GM has a bit more than a million shareholders, and postage amounted to something over $200,000.

Add to that the cost of the letters themselves. The missives have a personal inside address and salutation. They are signed by Elmer W. Johnson, GM vice president, Public Affairs Staffs Group and general counsel.

The letters set forth GM's view that air bags or automatic belts should not be mandated because "they would not achieve the nation's safety objectives, yet would certainly add to the consumer cost of our products, resulting in a reduction in sales and employment."

GM restates its feeling that requiring use of the lap-shoulder belt systems already in cars is a better way to reduce highway deaths and injuries.

Also included in the mailing to stockholders was a position paper titled "GM Position on Passive Restraints."

Chevrolet for Kidd

BETHEL, O. — Ron Kidd has signed a Chevrolet franchise here.

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59th year — No. 5000

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With styling different from other GM divisions

Buick to hone performance image, Reuss says

By Marjorie Sorge
and Jim Plegue

FLINT. — Buick's goal is to "become the BMW of the U.S." and it is targeting its cars and engines toward achieving that goal, according to Lloyd E. Reuss, Buick general manager.

"Performance is very important to the Buick image," he said.

Not only will the new cars and engines be performance-oriented, but Buick's designs will differentiate it from its sister divisions.

According to Reuss, General Motors is trying to get more divisional competition going so design information is no longer shared. In plants where more than one division's cars are built, design information will be brought in through manufacturing operations, not engineering.

"The divisional discrimination in the past has basically been product," he said. "Our philosophy at Buick has been more than product. We sell a total ownership experience. That means you buy a product but you also buy a relationship with the dealer so you get more than just basic transportation."

At Buick, the image is performance and offering product differences that attract the non-traditional Buick buyer.

To attract those buyers, Buick has begun targeting products to specific markets and geographic areas. It also has high hopes for a two-seater and plans to introduce a strong performance N-car and to improve the turbo.

Several new offerings have been introduced, or will be in January, that are geared toward a specific market.

Reuss said Buick will introduce a Century T-type in January powered by the 3.8 liter fuel-injected turbo engine making it "the fastest intermediate front-wheel-drive."

In January, Buick will also introduce a version of the Skyhawk designed and built for the West Coast zones—Los Angeles, San Francisco and Portland. It is aimed at the young market and competes with the imports.

• "We practice more target marketing . . . than anyone else (at GM)," Reuss said.

Reuss gave other examples of Buick's target marketing: The Riviera convertible, an "image car" aimed at the affluent, upwardly mobile community; the Regal Somerset, a trim package on the rear-drive G-body, targeted at women buyers; the Olympia Century, an interior/exterior trim package which identifies Buick as an official sponsor of next year's summer Olympics in Los Angeles, and the Grand National Regal, a NASCAR-look-alike which does 0 to 60 in under 8 seconds.

In order to appeal to other non-traditional Buick buyers, Reuss said his division continues to work on a two-seater. Although Buick doesn't have corporate approval yet, Reuss is confident it is just a matter of time. He said Buick, GMAD and Fisher Body are working on it, the Buick sales organization can handle the product and there is a market with more

Continued on Page 20, Col. 1

Jim Plegue photos

Buick—turbo leader

Buick remains the world leader in turbo technology, according to Lloyd E. Reuss, Buick general manager. The 1984 Regal 3.8-liter V-6 with SFI is the most sophisticated in the world, he said.

Two-seater in wings

Although Buick doesn't have corporate approval for a two-seater yet, Reuss is confident it is only a matter of time. Buick would like to be the only division offering the car, he said.

New-car deliveries total 173,062

Ford paces sales gain of 21 pct. Dec. 1-10

By Jenny L. King
Staff Writer

Early-December new-car sales got the month off to a fast start with a healthy 21.03-percent increase over year-ago sales which themselves had been inflated by low-interest-rate incentives programs for customers.

Year-to-date sales climbed to 6,408,943, up 17.56 percent from 5,451,607 last year and within easy striking distance of 1980's total of 6,578,275. Both 1982 and 1981 totals were surpassed earlier this year.

Dec. 1-10 sales numbered 173,062, up 21.03 percent from 142,995. They were paced by Ford Motor Co. which enjoyed a 29.34-percent sales increase. The remaining car makers joined in the success except for Volkswagen where Rabbit sales were off 28.73 percent for the period.

Ford was up to 45,230 from 34,971 in 1982 and earned 26.14 percent of the domestic market, its best share since the late-June sales period. General Motors was up 19.36 percent, to 101,004 from 84,620. Chrysler Corp. was up 6.04 percent, to 19,408 from 18,303.

American Motors reported a sales estimate of 4,200, up 20.00 percent from 3,500. Volkswagen was down 28.73 percent, to 1,141 from 1,601, and Honda came through with sales of 2,079 for the period, nearly doubling the VW number.

GM sales accounted for 58.36 percent of the domestic market in early December compared with 59.17 percent in 1982. Ford earned 26.14 percent, up from 24.46 percent. Chrysler dropped to 11.21 percent from 12.80 percent. AMC dipped to 2.43 percent from 2.45 percent; VW backed down to 0.66 percent from 1.12 percent, and Honda took 1.20 percent of the current market.

Chrysler was the only Chrysler Corp. make to surpass its year-ago sales, with a 52.99-percent increase. Plymouth was down 8.04 percent and Dodge was off 8.00 percent. There were no Imperial sales.

At Ford Motor Co., Ford was up 28.71 percent, Mercury was up 42.62 percent and Lincoln was down 5.56 percent.

At GM, Oldsmobile was up 33.14 percent, Pontiac was up 28.39 percent, Cadillac was up 17.06 percent, Chevrolet was up 16.44 percent and Buick was up 2.98 percent.

AMC sales were off 40.00 percent, Renault/Alliance/Encore sales were up 60.00 percent and VW was off 28.73 percent.

Annualized sales reached 7.4 million units based on Dec. 1-10 actual sales.

DOMESTIC SALES

	Dec. 1-10, 1983	Dec. 1-10, 1982
Renault Alliance/Encore	3,360†	2,100†
AMC	840†	1,400†
AMERICAN MOTORS	4,200†	3,500†
Chrysler	6,539	4,274
Imperial	.....	39
Plymouth	5,528	6,011
Dodge	7,341	7,979
CHRYSLER CORP.	19,408	18,303
Ford	31,613	24,561
Mercury	11,207	7,858
Lincoln	2,410	2,552
FORD MOTOR CO.	45,230	34,971
Buick	17,329	16,827
Cadillac	8,555	7,308
Chevrolet	33,625	28,877
Oldsmobile	25,606	19,232
Pontiac	15,889	12,376
GENERAL MOTORS	101,004	84,620
VOLKSWAGEN	1,141	1,601
HONDA	2,079	.....
U. S. INDUSTRY TOTAL	173,062	142,995

Leaders of Florida dealers

New officers of the Florida Automobile Dealers Assn. are, from left: Dan Burns, Dan Burns Oldsmobile, Inc., Delray Beach, secretary-treasurer; Robert G. Keelean, Adcock Buick Co., St. Petersburg, president-elect; Franklin G. Griffin, Frank Griffin AMC-Jeep-Renault, Inc., and Frank Griffin Volkswagen-Peugeot, Inc., Jacksonville, president; J. W. Leonard, Buzz Leonard Motors, Inc. (Chrysler-Plymouth-AMC-Jeep-Renault-Mazda), Panama City, past president, and Dennis C. McNamara, McNamara Pontiac, Inc., Orlando, NADA director.

breaking news

Continued from Page 1

U. S. to get El Camino, Caballero from Mexico

DETROIT. — General Motors will produce Chevrolet El Camino and GMC Caballero in Ramos Arizpe, Saltillo, Mexico, for the U. S. market, beginning in the '85 model year. The little trucks now are made in Arlington, Tex. Production of Oldsmobile Cutlass Supreme at Arlington will be stepped up sharply when Supreme output is halted in the spring at Lansing to make way for the GM-20 car there. Most of the content in the Mexico-assembled trucks—about 90 percent—will be sourced in the U. S.

Volkswagen promotes Chrysler

DETROIT. — Robert T. Chrysler has been promoted to vice president of purchasing at Volkswagen of America, effective Jan. 1. Chrysler had been executive director of the department. He succeeds the late John E. Masterson.

GM wins emissions warranty case

WASHINGTON.—General Motors won an emissions warranty fight with the EPA last week in the U. S. Court of Appeals here. At stake was the agency's interpretive "useful life" rule that called for emission system integrity beyond five years or 50,000 miles of operation for vehicle classes. The case stemmed from a 1980 EPA order that GM recall all 1975 Cadillacs equipped with 230 carburetors. The order, which GM contested, came after four years of negotiation after which 40 percent of the vehicles had turned five years old or had been operated for 50,000 miles.

Big bucks being spent in war on rust

DETROIT. — Ford Motor Co. and National Steel Corp. probably will build electrolytic galvanizing lines at their steel plants here. Union officials at Ford said the company will spend $200 million on such corrosion-protection equipment. National said it is starting up a prototype galvanizing line at its Midwest Steel in Portage, Ind.

Toyota breaks ground in Canada

VANCOUVER, B. C. — Toyota Chairman Eiji Toyoda broke ground here last week for a $20-million aluminum-wheel plant to be operated by Canadian Autoparts Toyota, Inc. Production is expected to begin in 1985, with an ultimate target of 240,000 wheels a year to be shipped to Japan.

UAW chief sets agenda for next year's bargaining

Overtime, technology '84 issues

LAS VEGAS. — Excessive overtime and new technology will be major issues in the 1984 round of bargaining, according to UAW President Owen Bieber.

Bieber told the union's Skilled Trades Conference that the UAW is committed to ending overtime abuses in the 1984 negotiations. Those talks will basically be held with Ford Motor Co. and General Motors. The contracts expire on Sept. 14.

According to Bieber, the total number of overtime hours worked in the industry between February and July of this year would have provided work for an average of 55,000 people. He said it is "patently irresponsible" for management to press for so much overtime when so many are on layoff.

Ford currently has 30,400 on layoff while GM has 51,000.

However, Bieber admitted that many within the union's rank and file "want the overtime no matter the cost to their fellow workers." He said the union must educate those workers in the need to spread around the available work.

Eliminating a lot of overtime would not only increase the UAW-represented workforce but would also begin moving the union down the road to shorter work time. According to Bieber, that would allow more workers to "share in the high profits and high productivity of the auto industry."

The UAW recently supported a resolution from the International Metalworkers Federation which emphasizes reducing worktime without reducing compensation.

Bieber also warned that management must "act responsibly to ensure job security in order to maintain our more-than-35-year commitment not to resist the introduction of new technology."

In addition, Bieber sharply criticized the Reagan Administration. He said Reagan realizes that "if you keep people out of work long enough and keep the number of decent jobs few enough—some people will turn into strikebreakers and scabs in order to provide for their families."

He said almost 17 million Americans are unemployed or underemployed today.

"We may be in a recovery," he said, "but it's shaping up to be a workerless recovery. Or, if you prefer, a recovery with less for workers."

Local-content rule passed for '84 Mexican models

MEXICO CITY. — The Ministry of Commerce and Industrial Development, in making known complementary regulations to the Decree to Rationalize the Automotive Industry, said that 1984 cars must have from 50 to 70 percent nationally made parts.

The list of parts has been published in the official daily government newspaper.

The ministry said that national integration of the auto industry will make the sector self-sufficient with respect to accumulation and use of dollars.

The new regulation is aimed at standardization of nationally produced auto parts, with these substituting for their imported counterparts. This is expected to "fortify" the national auto parts industry, according to the ministry.

Regulations published require a gradual increase in the integration of national parts, with all cars expected to have at least 60 percent of major required units by 1987. Buses, tractors and trucks will be required to have from 80 to 90 percent of national parts.

Wilson honored

DETROIT. — Porterfield Wilson, president of Porterfield Wilson Pontiac-GMC, has been named a presidential adviser of Republic Airlines. He received a plaque from the airline.

Transportation Board sets annual meeting

WASHINGTON. — The Transportation Research Board will hold its 63rd annual meeting Jan. 16-20 at the Sheraton Washington and Shoreham Hotels.

Transportation Secretary Elizabeth Dole will speak at the chairman's luncheon Jan. 18.

68th Detroit Auto Show scheduled for Jan. 14-22

By Joseph Bohn
Marketing Editor

DETROIT. — The 68th Detroit Auto Show will be held Jan. 14-22, with more than 400 vehicles being displayed at Cobo Hall during a nine-day period.

Because of last year's unusually good weather which helped swell attendance to a record 454,000, Dan Hayes, general manager of the show, said he'd be happy if this year topped the number "by even 50 people."

To boost attendance, four more vehicles, or a total of 13, will be given away as part of "The Most Incredible Contest."

Subaru, Toyota, American Motors and Volkswagen dealer groups joined nine other domestic groups in contributing vehicles for the giveaways.

Another major new attraction is the 24 van conversions which are being displayed.

Displays could only be of conversions which are accessible to Detroit buyers, so a conversion had to be carried out by five area dealers to qualify for admittance, noted William R. Ritchie, show chairman and owner of Crest Lincoln-Mercury, Sterling Heights, Mich.

Theme of this year's show is "We're on a roll," signifying continuation of the industry's turnaround in '84, Ritchie added.

The Detroit Auto Dealers Assn. spent $600,000 to $700,000 on the show and hopes to recoup expenses as it did last year.

Hayes said DADA made a small profit on the '83 show through dealer charges for space.

About $104,000 will be spent on advertising, the same as in '83.

Ten radio stations will be doing live broadcasts from the show floor, Ritchie said, as part of the promotion and a panel of dealers will again field questions from visitors daily on different aspects of buying, service and the like.